

MEDIA RELEASE
For Immediate Release



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May is National Bike Month: Connecticut Bikes to Work and Takes on National Bike Challenge

Hartford, CT (April 23, 2012) – With May designated as National Bike Month and May 18 as National Bike to Work Day, Bike Walk Connecticut is taking the lead to encourage bike commuting. Bike commuting reduces vehicle traffic, avoids pollution, saves gas--and burns calories!

Bike to Work Day is May 18

Bike Walk Connecticut is helping to set up Bike to Work breakfasts statewide. To date, events are scheduled in Bethel, Farmington, Hartford, New Haven, New London, Norwalk, Stamford, Waterbury, and West Hartford and more are in the works.

Bike Walk Connecticut is working with bicycle advocacy groups, regional planning organizations and CT Rides, the state's transportation demand management program, to make clear that bicycling is an important option in our multi-modal transportation system.

Take the National Bike Challenge

Coinciding with National Bike Month is the launch of the **National Bike Challenge** (www.nationalbikechallenge.org), an online tool to inspire and empower millions of Americans to ride their bikes for transportation, recreation and better health. The challenge runs from May 1 to August 31 and has a goal of "uniting 50,000 people to bike 10 million miles."

The challenge website makes it easy to log bike trips, whether they are commuting, for errands, for recreation or by mountain bike—any trip by bike may be entered in the challenge.

Cyclists can compete in the challenge as an individual, as part of a workplace, as part of a community, or as part of a 10-member team. Connecticut will compete in the National Bike Challenge against other states on a points per capita basis.

Bike Walk Connecticut is coordinating the state challenge and aims to make sure that Connecticut is well represented.

For more information

For details about participating in or organizing a Bike to Work event in your town, see www.bikewalkct.org/bike-to-work/ or contact Sandy Fry, Bike to Work and National Bike Challenge Chair for Bike Walk Connecticut at sfry@crcoq.org, or Kelly Kennedy, Bike Walk CT Executive Director, at kelly.kennedy@bikewalkct.org.



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Bike Walk Connecticut is a 501(c)(3) not-for-profit organization dedicated to making bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut. Visit us at www.bikewalkct.org.